IN THE CLAIMS:

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1	Claim 27. (Once Amended): A method for targeting marketing content to an online				
2	user, each content having an associated target profile including at least one market segmentation				
3	variable and each online user having an associated user profile including a photographic likeness				
4	of the user and including a plurality of data elements, comprising the steps of:				
5	collecting data describing the user in the user profile, the data including responses to				
6	context sensitive questions;				
7	comparing the information derived from the associated user's photographic likeness and				
8	the context sensitive questions, to the target profile associated with each content; and				
9	presenting the user with content based on the comparison.				
	,				
	Cancel Claim 30 without prejudice to the subject matters thereof.				
1	Claim 31. (Once Amended): The method of Claim 27 wherein the photographic				
2	likeness is altered to incorporate a portion of the content into the photographic, likeness for				
3	display to the user.				

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